

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT" PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of

Aug. 10, '48

"Ahram"

"Assas"

"Ikhwan"

"Kotla"

"Sawt el Umma"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- general situation; condition of Arab refugees; Shortok invites Arabs to participate in peace negotiations; Jewish truce violations; King Farouk's message to Egyptian Army in Palestine; Bernadotte's activities...	150	Ah,As,I,K,S.
BERLIN -- Molotov's meetings with Western envoys; general situation; possibility of the lifting of Russian blockade...	46	Ah,As,I,K,S.
FORMER ITALIAN COLONIES -- London conference on...	26	I,Ah,K,S.
DANUBE CONFERENCE -- development of; Italy wants to attend conference...	14	I,Ah,K.
VIENNA -- Reuter correspondent reports on Vienna situation...	14	Ah,K.
PARIS -- French leaders agree on financial reform plan...	12	As,K.
OLYMPIC GAMES -- events...	12	Ah.
JOHANNESBURG -- India asks for new U.N. debate on South African-Indian problem...	9	As,K.
GRECO-BULGARIAN FRONTIER INCIDENTS...	6	Ah,K.
REPRESENTATIVE KARL STEFAN reports Russia using slaves in Uranium mines (USIS)...	6	As.
NEW YORK -- Zionists boycott British goods in U.S....	5	K.
NEW YORK -- Arabic programs for "Voice of America"...	5	Ah.
WASHINGTON -- Representative John Lodge urges that 81st Congress convening January give first priority to legislation for U.S. military aid to Western Europe...	4	K.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, reflect the individual point of view of any fact. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
U.S. CIVILIAN CONSULAR GUARD shot by Jewish sniper in Jerusalem (USIS)...	2	As.
CHINA -- civil war...	2	K.

FRENCH PRESS

August 10, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

PALESTINE -- Bernadotte in Jerusalem; fears resumption of hostilities; Azcarate thanks Nokrashi Pasha for assistance given to U.N. observers (J)...	33	J,P.
BERLIN -- general situation; Russia on point of lifting blockade in Berlin; Western envoys hold meeting with Molotov...	30	J,P.
FRANCE -- probability of the National Assembly's adoption of Reynaud's financial plan...	18	J,P.
DANUBE CONFERENCE -- development of; Italy wants to participate in the Conference...	14	J,P.
SIR DUFF COOPER says "Third Empire surest way of preserving peace"...	13	J,P.
FUTURE OF ITALIAN COLONIES -- London conference on; London expresses pessimism concerning possibility of 4-Power agreement...	12	J,P.
U.S.-- development of the Communist affair; Samarin, Russian professor at New York Soviet Consulate, in American hands ...	12	J.
KING FAROUK'S MESSAGE to Egyptian Army in Palestine...	11	J.
DAMASCUS -- parliamentary conference of Arab countries to be held August 19...	9	P.
GREECE -- civil war...	6	J.
INDIA asks for new U.N. debate on South African-Indian problem...	3	P.

EDITORIALSFRENCH PRESS

How do we Stand in Moscow? -- (on Molotov-Western envoys meeting) -- "Journal d'Egypte."

ARABIC PRESS

The Problem of Arab Refugees -- "Ahram."
The University is in Danger -- (on the plan for establishing a third university in Assiut) -- "Ahram."

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Subject:	Points:	Papers using:
Terrorism in Malaya follows terrorism in Palestine -- "Ahram."		
The Sudan -- "Kotla."		
The United Nations Charter -- the word and action -- "Sawt el Umma."		
What has happened to our (Egyptian) Case -- "Sawt el Umma."		
Thanks to the Security Council -- (attacking Truman's attitude towards the Arabs)		
-- "Kotla."		
People of Principles -- (referring to the British and saying that their principles consist in supporting the Jews) -- "Ikhwan."		